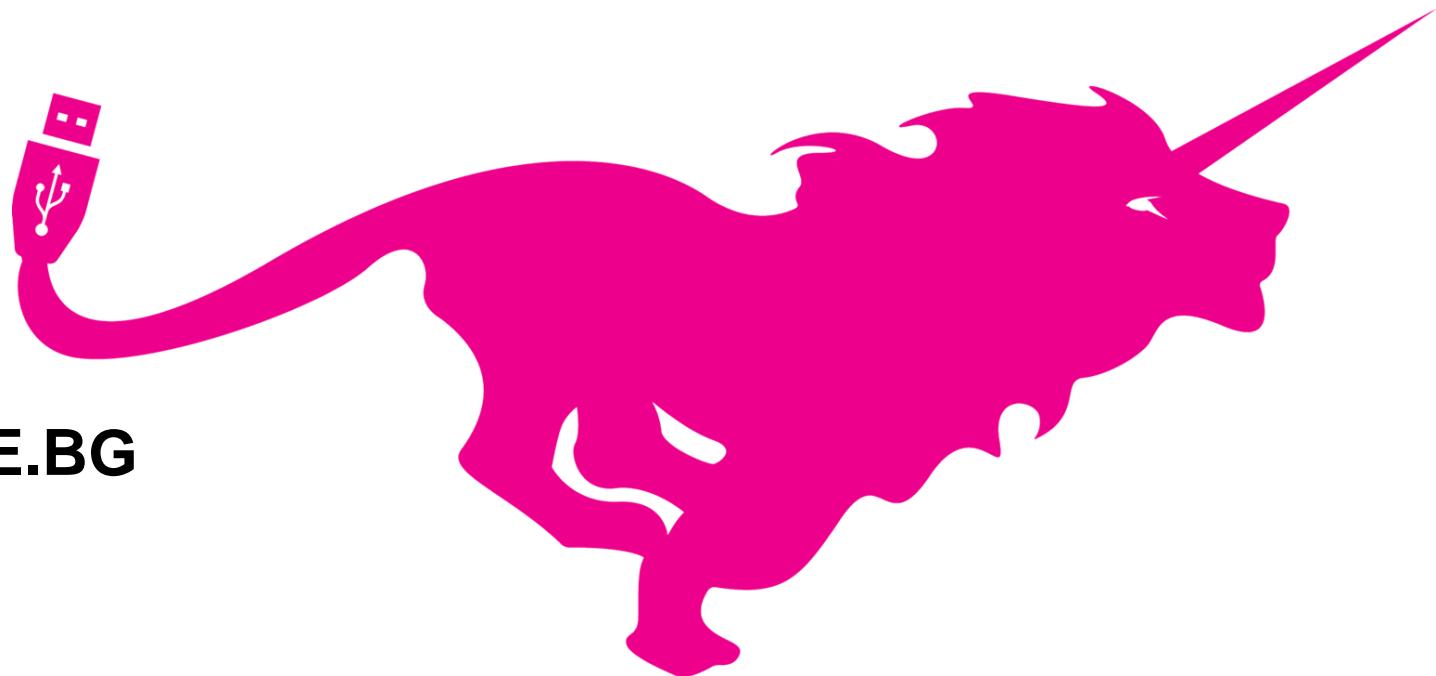
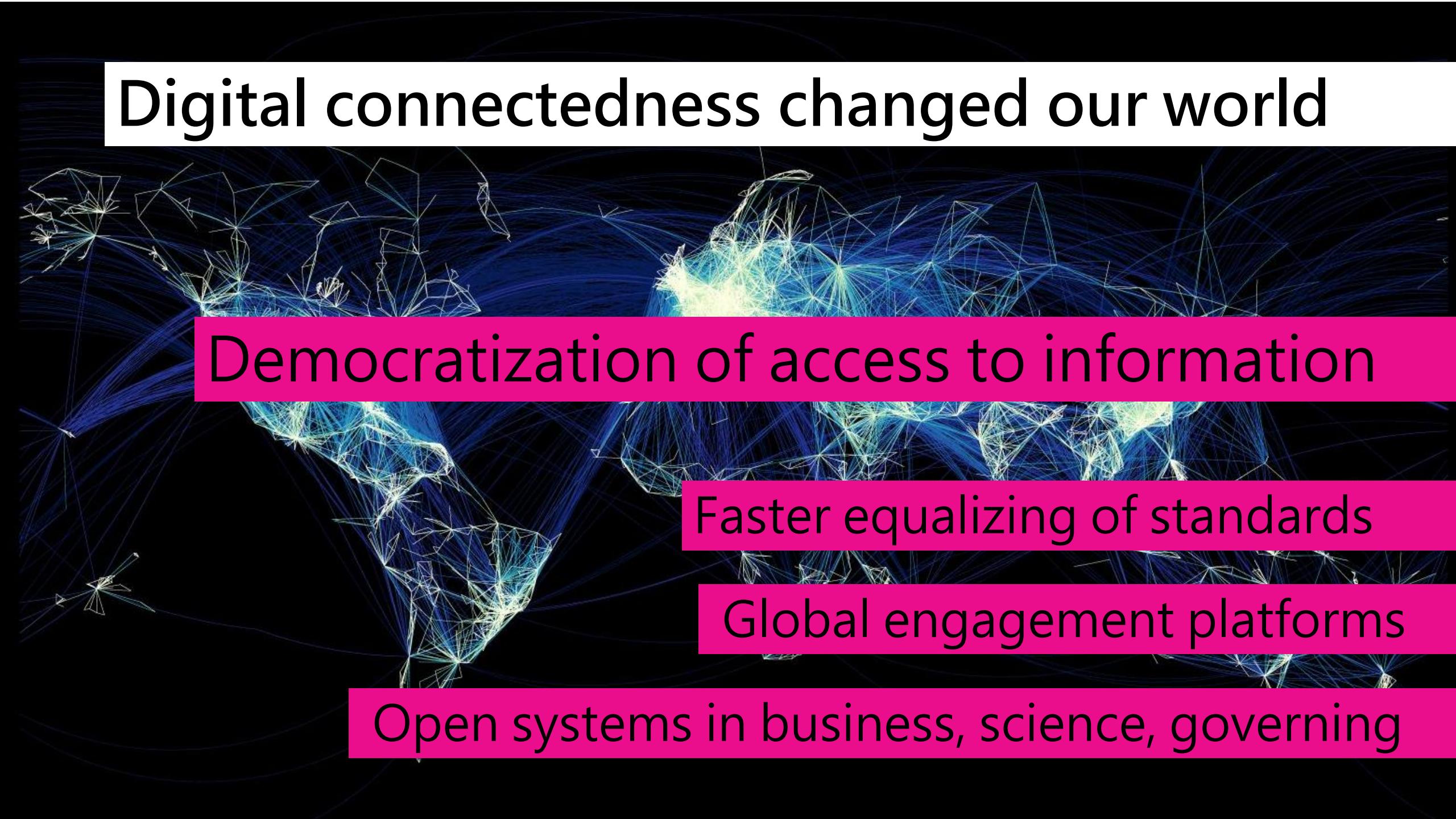


Икономическо развитие във време на дигитална трансформация

Саша Безуханова, MOVE.BG
21.2.2019, Габрово



Digital connectedness changed our world

An abstract visualization of a network graph against a black background. The graph consists of numerous small, glowing blue and yellow nodes connected by thin, dark blue lines. Some nodes are part of larger, more complex clusters, while others are isolated. The overall effect is a sense of a vast, interconnected system.

Democratization of access to information

Faster equalizing of standards

Global engagement platforms

Open systems in business, science, governing

One minute on internet

NETFLIX

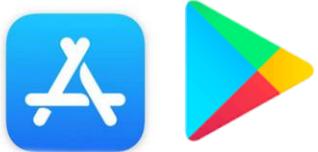
70,017
Hours
Watched



452,000
Tweets
sent



15,000
GIFs sent
via Messenger



342,000
Apps
downloaded



900,000
Facebook
logins

Google

3.5 Million
Search
Queries

YouTube

4.1 Million
Videos
Viewed



46,200
Posts
uploaded



\$751,522
spent
online



156 Million
emails
sent

The crisis of models



The new technologies



Open
government



LastPass...!



Open
platforms



Shared
economy



Quantum
computing



On-demand
economy



Crowdsourcing



Bitcoin &
Blockchain



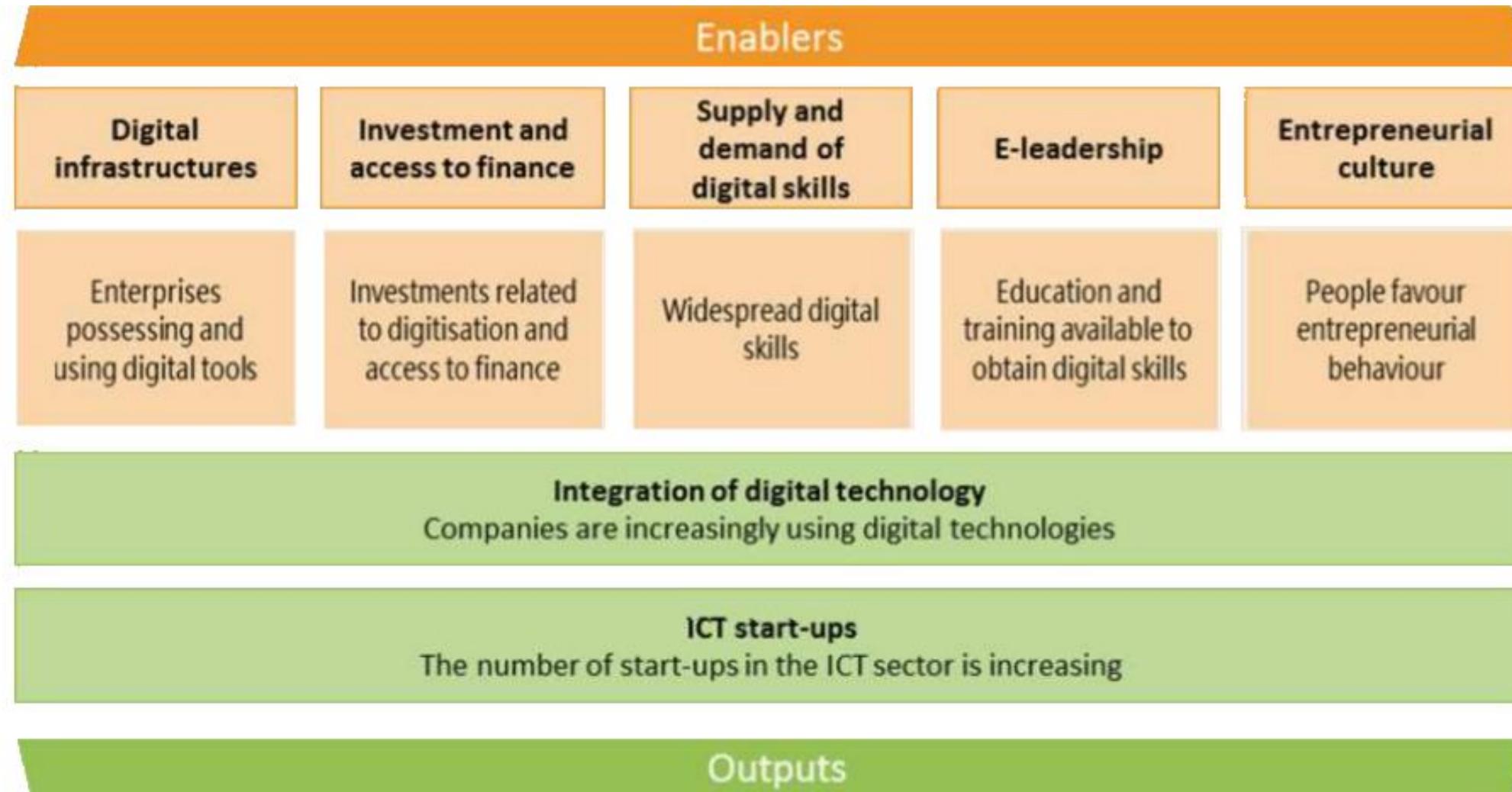
New paradigm - sharing, collaboration and co-creation



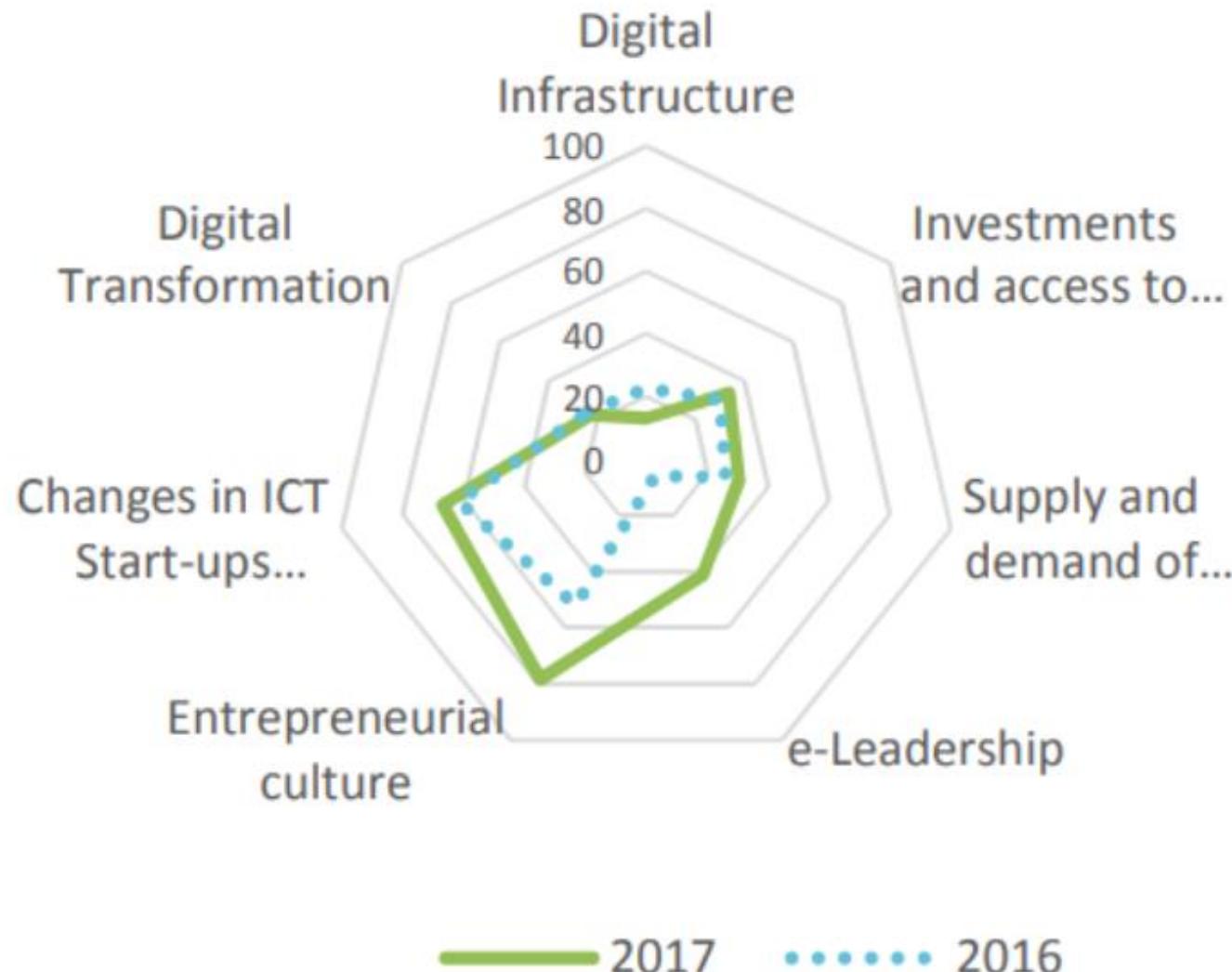
How digital transformation is changing the industrial process

- Industry 4.0 – disruption
- Technologies– IoT, Cloud, security , 3D printing, big data, robots, AI, platforms
- Collaborative production chain – global scale
- New marketing channels
- Changed competitive landscape
- Customers – co-creators of the products – personalization
- New corporate culture needed

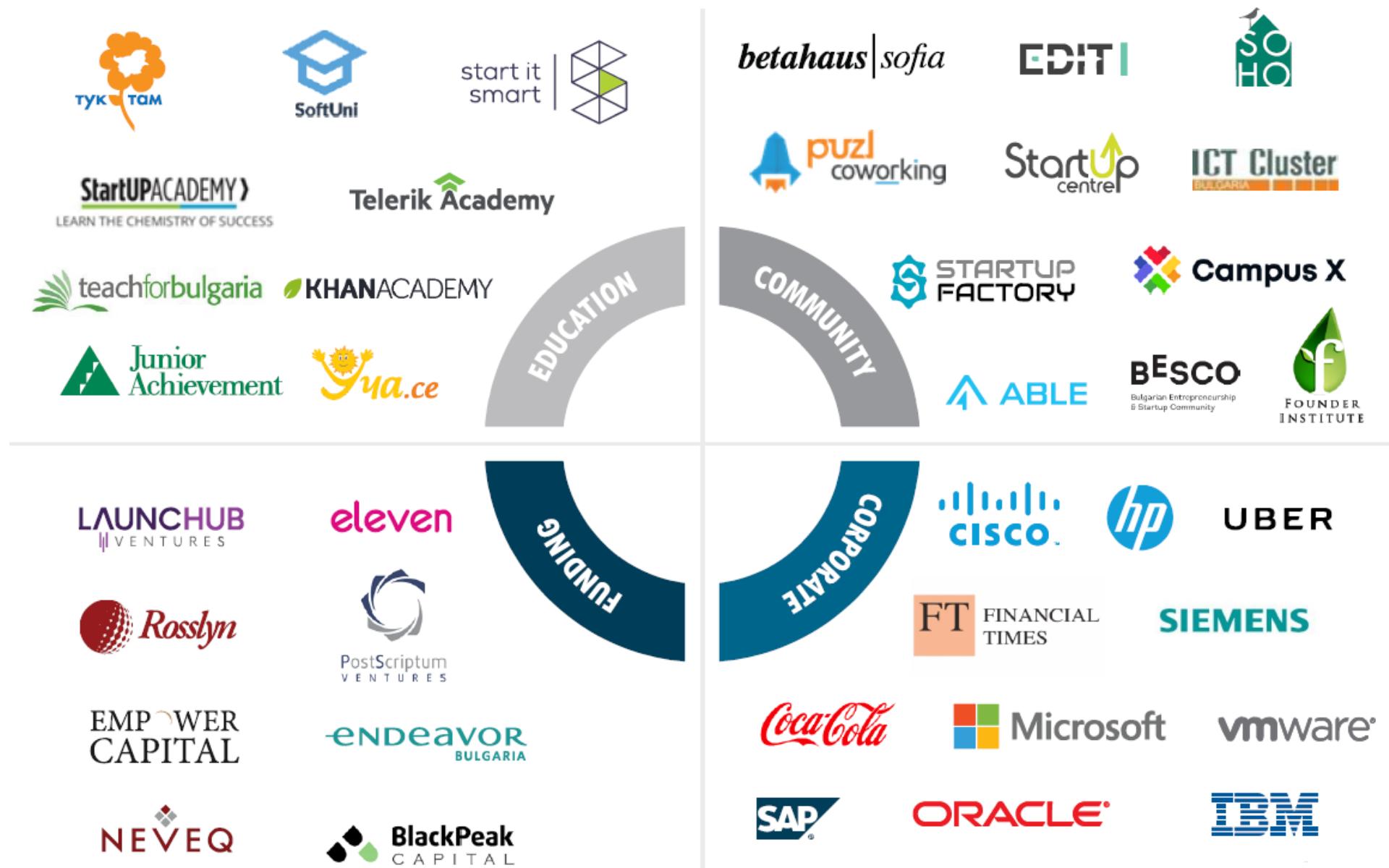
Indicator-based monitoring of digital transformation



Bulgaria's framework conditions for digital transformation

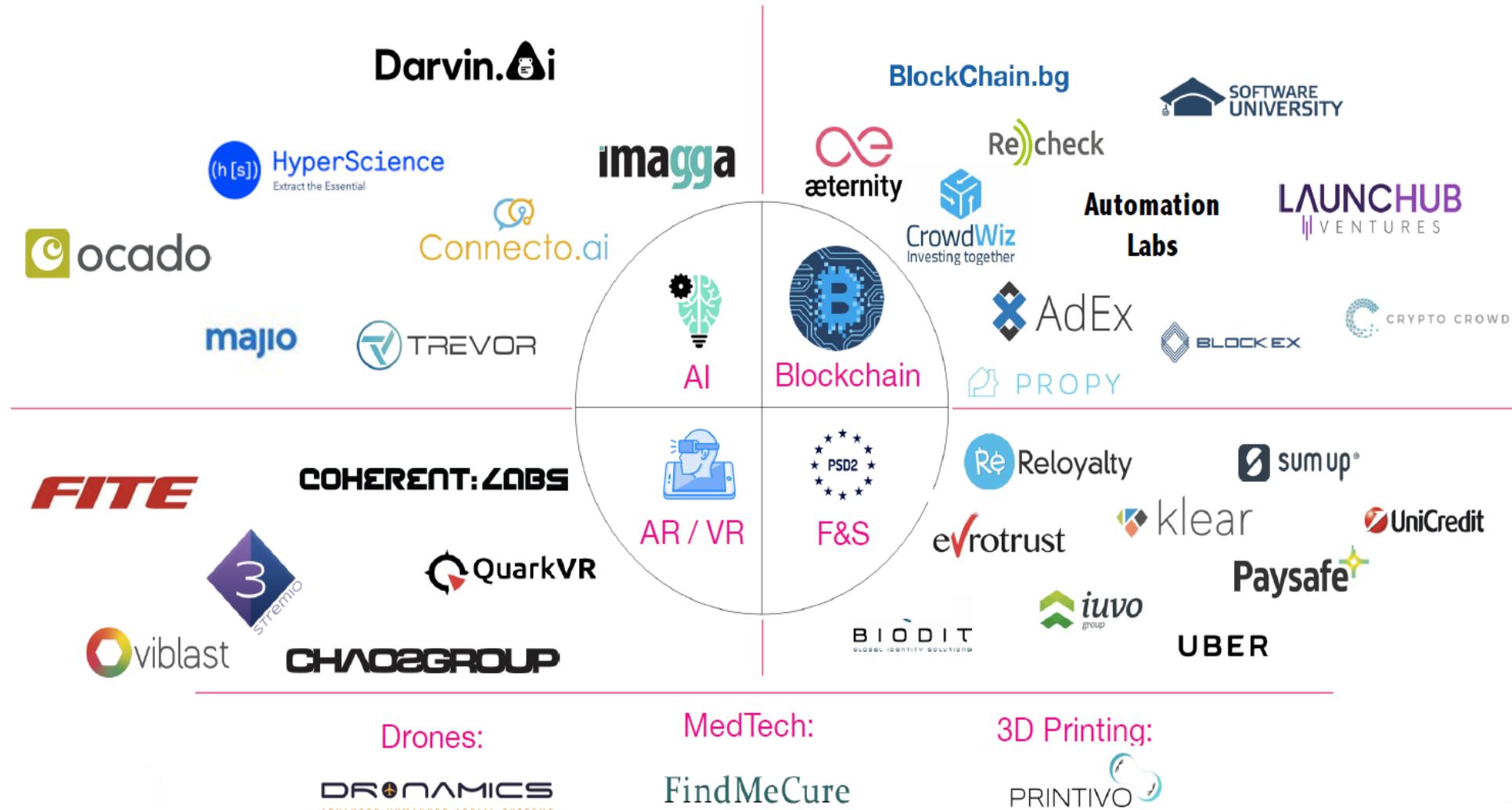


Mature innovation ecosystem



Bulgaria is building the ground for emerging technologies

Early adopters of the new platforms building global products



35+ tech hubs in Bulgaria



Technology focus of Bulgarian cities



Gabrovo – innovative industrial hub

- Индустрия 4.0 automation
- Startup Hub – Gradiste
- Technical University
- Motivated local government
- Innovative schools

**There are no borders
for the technology
and innovation of the
leading digital hubs
in Europe**





sasha.bezuhanova@move.bg



@SashaBezuhanova



Sasha Bezuhanova

MOVE.BG

Sustainable innovation & community of creating people

